

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 00792 110153Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----076866 110539Z /14

R 100550Z APR 78
FM AMCONSUL SYDNEY
TO SECSTATE WASHDC 8271
INF AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL BRISBANE

UNCLAS SYDNEY 0792

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJ: FOREIGN BUYER PROGRAM: NATIONAL OFFICE PRODUCTS ASSO-
CIATION SHOW, OCTOBER 1978

REF: STATE 086705

1. POST WOULD LIKE TO PROMOTE SUBJECT SHOW AS PART OF
COMPUTER AND RELATED BUSINESS EQUIPMENT CCP CAMPAIGN.
2. REQUEST 1500 ENGLISH LANGUAGE EXHIBITION BROCHURES
ASAP PLUS EXHIBITORS LIST. VTR AND ALL OTHER PROMOTIONAL
MATERIAL.
3. CCP MANAGER, BASED IN SYDNEY, T. HAWLEY, WILL BE
VISITING BRISBANE, PERTH, MELBOURNE AND CANBERRA IN
3RD AND 4TH QUARTER OF FY 1978 AND WOULD LIKE
TO MAKE A VTR OR BROCHURE PART OF PROMOTIONAL
PACKAGE. A MAILING FOR THE U.S. MARKETING CENTER
FORMERLY TRADE CENTER - WILL BE MADE MAY 8 TO
PROMOTE THE OFFICE EQUIPMENT SHOW AT THE USIMC JUNE
12-16. IF NOPA BROCHURES ARRIVE PRIOR TO THAT DATE
A COMBINED MAILING WILL BE MADE.

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PAGE 02 SYDNEY 00792 110153Z

4. AN AGREEMENT HAS BEEN MADE WITH THE USMC TO
DISTRIBUTE THE NOPA BROCHURES AND A COVER LETTER TO
EACH VISITOR TO THEIR BUSINESS EQUIPMENT EXHIBITION IN
JUNE. AS THE USMC AND NOPA SHOW THEMES WILL ATTRACT
THE SAME AUDIENCE, THIS SHOULD BE AN EFFECTIVE METHOD
OF REACHING OVER 1000 END USERS AND DISTRIBUTORS.

5. GROUP TRAVEL PACKAGES WILL BE CONSIDERED IF
RESPONSE WARRANTS.

6. AS MAILING SCHEDULED FOR MAY 8 AND TRIP TO PERTH
SCHEDULED FOR MAY 10, REQUEST NOPA EXHIBITION INFORMATION
BE SENT TO CONSULATE GENERAL, SYDNEY, ATTN: T. HAWLEY
ASAP.
DAVIS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Draft Date: 10 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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TAGS: BEXP, AS
To: STATE CANBERRA
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Review Markings:
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